

### **REMARKS/ARGUMENTS**

Claims 1-9, 12, 14-19, 21 and 22 (the inclusion by the Examiner of claim 23 in this rejection is clearly in error since this claim has been previously canceled) have been rejected under 35 USC 103(a) as being unpatentable over Holman in view of Chang and Yamamoto. Claims 10, 11 and 20 have been rejected under 35 USC 103(a) as being unpatentable over Holman, Chang and Yamamoto, and further in view of Ben-David. Claim 13 has been rejected under 35 USC 103(a) as being unpatentable over Holman, Chang and Yamamoto, and further in view of Reams. Reconsideration and withdrawal of these rejections are respectfully requested in view of the claim changes made herein and in light of the following remarks.

The arguments made in the Amendment filed June 1, 2009 are referred to by the Examiner as being convincing in that, contrary to the present invention, in Yamamoto the “examiner agrees that the audible signal is generated by another device, such as an email device.” However, the examiner goes on to state that “this alone does not mean that the limitation is not met.”

Although the undersigned does not agree with the Examiner’s conclusion, the Examiner’s further remark is gratefully acknowledged:

“The examiner suggests that the applicant modifies the limitation to read that the audible signal is sounded at the time that the coupon is received by the receiving device, ... if there is support in the specification for the amendment.”

In order to advance the prosecution of this application, claim 1 has been amended to specify the step of “generating an audible signal in response to and interactively with the received broadcast signal including the supplementary, program-related data signal”. This is in line with the Examiner’s suggestion as quoted above.

Support for this modification can be found, for example, in par. [0030] of the published application which states:

“When controller 19 receives an indicator control signal 21, it generates indicator output signal 23 to availability indicator 25. Indicator 25 can generate a[n] ... audible ... signal to alert the viewer to the fact that a reward is interactively available during the program to which the viewer is then tuned.”

Since the viewer is alerted to the fact that the reward is available interactively during the program being displayed to the viewer as a result of the broadcast signal, this can only occur if the audible signal is generated interactively with the received broadcast signal.

Consequently, claim 1 is patentably distinguishable over all the prior art of record.

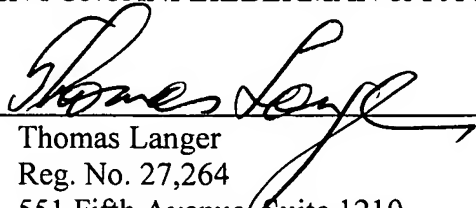
Independent claims 14, 21 and 22 have been amended in a manner corresponding to claim 1 and, thus, are also allowable.

Each of the remaining claims is dependent on one of the above-discussed independent claims and, thus, is allowable therewith.

Based on all of the above, it is respectfully submitted that the present application is now in proper condition for allowance. Prompt and favorable action to this effect is respectfully solicited.

Respectfully submitted,  
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